

# CASE STUDY

## FLATLAND KIDS' MINISTRY & SELF-SERVICE KIOSKS



### FLATLAND CHURCH, OMAHA, NE.

Flatland Group is a church in Omaha, Nebraska that is affiliated with the Assemblies of God. AG is a worldwide network of Christian churches that hold approximately 52+ million members in 212 countries. Churches have been teaming up this way as a means to share resources with one another to support philanthropy and education. They hold individual studies, specialized classes, informal small groups, and full-scale worship services so there is a learning experience available for every individual. Their values are passion, unity, wisdom, and love. It is clear that their greatest goal is to bring these values to the community. Here's the problem: 73% of Christians today identify as Christian, and only 31% of them are practicing their faith in a church community. Why is this?

### THE PROBLEM

The number one reason has been that the church does not provide the resources they need to attend, one of the largest issues being a lack of childcare. In other words, a good portion of the Christian population do not go to church because they have no place to drop their children off during the service. Churches have been working towards building a community that works for all people, including families, by creating day-cares for parents.

*"We use the kiosks on Sunday morning and Wednesday evening for parents to come check in their kids into our children's ministry. It prints a label with the name and what room they're supposed to be in".*

## THE SOLUTION: SELF-SERVICE TECHNOLOGY

Using technology to improve the efficiency and security of these daycares is a step in the right direction, and Flatland Group has been ahead of the game for some time. In 2013, they deployed two freestanding kiosks in their daycare to assist with check-in services. Jennifer Wilkins, Pastor and administrator of Flatland, said:

*“We use the kiosks on Sunday morning and Wednesday evening for parents to come check in their kids into our children’s ministry. It prints a label with the name and what room they’re supposed to be in”.*

## TIME-EFFICIENT & SECURE

In a large church like Flatland, there could be up to 200 parishioners filtering in at once for services or conventions. A good portion of them will need to drop off their children before the event, all at the same time.

A lot of churches are run by volunteers and donations, which means resources can become scarce. Self-service kiosks let the parishioners check their children in themselves, which saves time for daycare volunteers to supervise the children and organize the daycare service. By using self-service technology in their daycare, Flatland Church provides the ability to put check-in into the control of the parent and gives daycare volunteers the ability to focus on more important things. The parents know that their children are safe because of these kiosks, which is top priority. Unless the adult has a tag matching the child’s, they are not allowed to take the child from daycare.

## EASY TO USE

The kiosks that were deployed at Flatland church have been easy to use, even for the children going into the daycare. When Pastor Wilkins was asked if she thought the kiosks were easy to use in the daycare, she said:

*“[The kiosks are] super easy, they have no problems with it. Some of the kids even do it on their own”.*



Over three years, when asked if there have been any problems with ensuring adoption of self-service technology in the church, Pastor Wilkins said, “No, there haven’t been any. They work great”. With hundreds of people coming in at a time, it’s rather spectacular that they have owned these kiosks for three years and have had no issues with them.

## MOBILITY & SPACE

Freestanding kiosks are great for multi-purpose use because they are mobile, and can be customized to serve multiple purposes. As an example, Flatland church had wheels installed onto their kiosks so they can move them around to serve multiple check-in purposes.

*“They’re very mobile. We can move them to wherever we need them at the time”.*

Flatland serves Omaha, a city with a population of over 400,000 people. With all these potential community members, Flatland needed to use mobile technology to provide the same service to all the events in the area.

Saving space is also important in cases of densely populated events in smaller buildings. Using kiosks can save space from billboards, posters, information booths, stands, signs, and booklets. A kiosk can provide all these resources in one sleek and modern device that provides the information while giving the organization a good image.

*“We use these kiosks for our women’s and youth events too. They’re also used for check-in services. They work great for events because they are easy to move around. They don’t take up much space at all”.*



## FINAL NOTE

After speaking with Pastor Wilkins, I asked, “if you could quantify your experience on a scale of 1-10 with kiosks, what do you think you would rate them?” She answered, *“I would say a 10”.*

Overall, Pastor Wilkins was happy with the performance of the kiosks and had little to say in regards to any issues with self-service technology. I think a good indicator the kiosks were well-received could be observed by the fact that Flatland church purchased yet another freestanding kiosk last year for their check-in services. If you are working or volunteering in a church that could use self-service technology to improve child check-in, information distribution, wayfinding, and building connections, a kiosk may be a good thing to look into.